R.J. Reynolds Tobacco Company

B. K. Stockdale
Director - Retail & Wholesale Trade Marketing
Winston-Salem, NC 27102
910-741-7909

- HIGHLY CONFIDENTIAL -

October 18, 1995

TO: All 1996 Partners Program Meeting Attendees

SUBJECT: Advance Overview

Dear RJR Team Members:

Attached you will find a highly confidential summary of what we will be covering during the two day sessions in our upcoming November meetings.

There are two sections for your advance review; wholesale & retail. The wholesale section and it's respective cover page are relatively self-explanatory. The retail section consists of the following:

- Topline on PM's 1996 contract changes and actual grids
- Broad summary of what RJR, PM and BAT want at retail from a merchandising standpoint
- RJR (more specific objectives/strategies) with summary of retail programs and grids

The intent of sending this information in advance is to enable more discussion time during our two days together and to encourage each of you to outline questions in advance.

We strongly suggest, for field attendees, that you set up appointments now with your chains and direct buying customers for the weeks of November 20th and 27th (if you have not already done so).

We look forward to a great meeting!

Sincerely,

Bryan

B. K. Stockdale

BKS/jb - 0084

Attachment

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(REVISED)

FIELD SALES '96 RETAIL/WHOLESALE PLANS MEETING

Two-Day Agenda

ARRIVAL NIGHT

Dinner (Andy Schindler as Speaker in Arizona)			6:00 p.m. - until

DAY ONE

General Session - (1)			
Opening Remarks	Jim Maguire	15 min.	7:45 - 8:00 a.m.
'96 Trade Mktg Overview	Bryan Stockdale	15 min.	8:00 - 8:15 a.m.
Break/Move to Breakouts		15 min.	8:15 - 8:30 a.m.
Breakout Sessions - (4)			
Wholesale Plan '96 - Changes - Program Detail/Q&A	Hatter, Steen, Stockdale, Tom Sullivan	1 hr. 30 min.	8:30 - 10:00 a.m.
Break		15 min.	10:00 - 10:15 a.m.
General Session - (1)			
Wholesale Plan '96 - Selling Tools	Marc Kruth	45 min.	10:15 - 11:00 a.m.
Lunch		1 hr.	11:15 - 12:15 p.m.
Breakout Sessions - (4)			
'96 Pack Outlet Plans - Competitive Activity - '96 Strategy	Pettorini, Boehm, Duffy, Buckler	1 hr. 15 min.	12:15 - 1:30 p.m.
Break		15 min.	1:30 - 1:45 p.m.
- New Contracts/ Changes		1 hr.	1:45 - 2:45 p.m.
- Field Guidelines/ Q&A		1 hr. 15 min.	2:45 - 4:00 p.m.
Break		15 min.	4:00 - 4:15 p.m.
'96 Carton Outlet Plans - Competitive Activity - '96 Strategy	Pettorini, Boehm, Duffy, Buckler	1 hr. 15 min.	4:15 - 5:30 p.m.
Dinner (AJS speaks in Phila.)			6:30 p.m. until

DAY TWO

Breakout Sessions - (4), continued			
'96 Carton Outlet Plans - New Contracts/ Changes - Field Guidelines/ Q&A	Pettorini, Boehm, Duffy, Buckler	1 hr. 30 min.	7:00 - 8:30 a.m.
Break		15 min.	8:30 - 8:45 a.m.
Cigarette Outlet Strategy	Pettorini, Boehm, Duffy, Buckler	30 min.	8:45 - 9:15 a.m.
'96 Retail Accrual	Coyle, Duffy, Bomgardner, Luongo	1 hr.	9:15 - 10:15 a.m.
Break		15 min.	10:15 - 10:30 a.m.
General Session - (1)			
- Retail Tools	Marc Kruth	30 min.	10:30 - 11:00 a.m.
- '96 Workplan	Colleen Coyle	30 min.	11:00 - 11:30 p.m.
Lunch		1 hr.	11:30 - 12:30 p.m.
Sales Dept. Focus	Jim Maguire	2 hrs.	12:30 - 2:30 p.m.
Sales Area Breakout Sessions - (2)			
AVP Remarks/Group Disc. Q & A		1 hr. 45 min.	2:30 - 4:00 p.m.

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